

7th Biennial AMTA Conference

Association for Machine Translation in the Americas

Panel on the Social Impact of MT

Wednesday, 9 August 2006

The Social Impact of Online MT

Federico Gaspari

University of Manchester, United Kingdom

F.Gaspari@postgrad.manchester.ac.uk

Social Impact of Online MT

- Social impact of MT very visible on the Internet
- Only small minority of language supported
- Online MT has established a niche for itself
- Online MT promotes social interchange
 - users prepared to accept low-quality output
 - human translation simply not an option

Three examples (1)

Translation service by Google and AltaVista

Original site in English
 Chinese (Simplified)
 Chinese (Traditional)
 Dutch
 French
 German
 Italian
 Japanese
 Korean
 Portugese
 Russian
 Spanish
 Thai (dictionary lookup)

Tsunami Relief Information

News	Procedures	Mirrors	Science of tsunami worst-hit areas	Search
days	11months	5months	7months	5weeks

is now 2006-08-07 09:02.
 ified on 2006-07-02 01:03.

WHAT WE HAVE HERE

ation about relief procedures and 2004 south asia tsunami disaster
 The original site is located in
 site is also replicated to [London, UK](#).
the incident, we suggest that you
ss page.

in 11 languages - through
 the left of each page, comprises of 7

ge, what you should know: [Counting](#)
[identifying bodies](#), and [Tourism](#)
 idity of data used for the universal
 nsolidated victim search) on this site
 ace to eight "official" search engines
 in partial information
 ws relevant to aftermaths of the

Ads by Google

Find A Perfect Match

looking for love ? feeling
 lonely? find your match
 today 100% free
www.meetamatch.com

Hong Kong and Thailand

Triple Centre Hong Kong,
 Bangkok and Thai Beach
 14 nights
www.markstravel.co.uk

<http://www.inet.co.th/tsunami>

Three examples (2 & 3)

The image shows two Blogger blog screenshots. The left screenshot is titled 'The South-East Asia Earthquake and Tsunami Blog' and features a navigation menu with 'Tsunami Help Home', 'Enquiry', 'Missing Persons', 'News Updates', and 'Help Needed'. A post from Thursday, May 11, 2006, is visible, discussing 'Suriname floods' and mentioning the 'World Wide Help Group'. The right screenshot is titled 'Tsunami Missing Persons' and has a similar navigation menu. A central box titled 'Other Languages' is overlaid on the screenshots, listing eight languages with bullet points: Chinese, Japanese, French, Korean, German, Portugese, Italian, and Spanish.

<http://www.tsunamihelp.blogspot.com>

<http://www.tsunamimissing.blogspot.com>